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PROMOTING HERITAGE TOURISM IN RAJASTHAN: PROBLEMS AND PERSPECTIVES

A Synopsis

Submitted in

Partial fulfillment for the degree of

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Submitted by :

JV'n Urmila Kumari

Submitted to :

JV'n Dr. Monika

Department of Management & Commerce

FACULTY OF LAW & MANAGEMENT

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PROMOTING HERITAGE TOURISM IN

DETAILS OF THE CANDIDATE

1	**Name of the Ph.D scholar**	**Urmila Kumari**
2	**Faculty**	**Faculty of Law &Management**
3	**Name of the Departmen**	**Management &Commerce**
4	**Subject / Specialization**	**Commerce (Business Administration)**
5	**Topic**	**Promoting Heritage Tourism in Rajasthan: Problems and perspectives**
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7	**Contact details:** **i. Residential Address** **ii. Email** **iii. Mobile no.**	**Vill- Silarpuri , post - Ghardana (kalan), tehsil- buhana, district- Jhunjhunu (Rajasthan)** **dhakaurmila@gmail.com** **7014663062**
8	**Details of Ph.D Supervisor** **Name:** **Designation:**	**Dr. MONIKA** **Assistant professor**

DECLARATION

I. I, **Urmila Kumari** hereby declare that all the statement made in this application are true, complete and correct to the best of my knowledge and belief and in the event of any information being found false or incorrect or any ineligibility being detected before or after the registration for Ph.D. My candidature is liable to be cancelled and legal action may be initiated against me.

II. I have deposited the required fee, as notified by the University regularly.

III. I have noted that if my application is found incomplete / defective, the same is liable to be rejected summarily and no correspondence will be entertained in this regard.

IV. I have read and agree with the University Revised Ph.D. Ordinance No. 14 and UGC Regulation – 2009, and all the Amened Regulations or newly passed Regulations by the UGC on or before below mentioned date.

Place:

Date:

(Signature of the Applicant)

Name : Urmila Kumari

Address : Vill-Silarpuri Post : Ghardana (kalan) Teh :- BuhanaDistt-Jhunjhunu Pin: 33516

Ph. / Mob. No. : 7014663062

Email ID:dhakaurmila@gmail.com

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1. Introduction

Rajasthan, often hailed as the "Land of Kings," is a vibrant tapestry of regal heritage, architectural grandeur, and deep-rooted traditions. With its imposing forts, opulent palaces, colorful fairs, intricate handicrafts, and desert landscapes, Rajasthan stands as a cornerstone of India's heritage tourism. Cities like Jaipur, Udaipur, Jodhpur, Jaisalmer, and Bikaner serve as living museums, drawing millions of domestic and international tourists annually. Despite this rich cultural reservoir, promoting heritage tourism in Rajasthan remains fraught with a host of challenges, ranging from infrastructural gaps and environmental degradation to lack of inclusive policy frameworks and sustainable tourism practices.

Heritage tourism is not merely a leisure activity it serves as a dynamic tool for cultural preservation, community empowerment, and economic development. For a state like Rajasthan, which thrives on its historical legacy, the strategic promotion of heritage tourism can play a pivotal role in both conserving its cultural assets and generating livelihood opportunities. However, unlocking this potential requires a nuanced understanding of the problems that plague the sector, and a long-term vision that balances development with preservation.

One of the pressing issues in promoting heritage tourism in Rajasthan is the inadequate infrastructure in many heritage sites. While major destinations like Jaipur or Udaipur are well-equipped, smaller towns with equally rich cultural value often suffer from poor connectivity, lack of basic amenities, and absence of trained human resources. Additionally, commercialization of heritage sites without proper conservation practices leads to wear and tear, often diminishing the authenticity and integrity of the cultural assets. Over-tourism in certain hotspots further adds to the strain on local resources and dilutes the visitor experience.

Another dimension involves the lack of community participation and benefit-sharing. Local communities, who are the custodians of intangible cultural heritage such as folklore, cuisine, and traditional art, are often marginalized in tourism planning and revenue distribution. Without their active involvement, tourism loses its authenticity and risks becoming a superficial display rather than a genuine cultural exchange. Moreover, the absence of sensitization programs results in a disconnect between visitors and locals, affecting the sustainability of heritage tourism in the long run.

On the policy front, there is a need for an integrated framework that bridges the gap between heritage conservation and tourism promotion. While the Archaeological Survey of India (ASI) and state tourism boards play crucial roles, coordination between various stakeholders including private investors, NGOs, and local bodies remains limited. Additionally, the lack of digital innovation in showcasing heritage assets restricts the reach of Rajasthan's tourism potential in the global market.

This study explores both the problems and the perspectives in promoting heritage tourism in Rajasthan. It seeks to analyze the challenges in infrastructure, policy, sustainability, and community participation, while also identifying innovative models and successful case studies that can serve as blueprints for future initiatives. With the right blend of preservation, innovation, and inclusivity, Rajasthan has the potential to redefine heritage tourism not just in India, but on a global scale.

2. Research Objectives

- To identify the key challenges hindering the growth and sustainability of heritage tourism in Rajasthan, including infrastructure, policy gaps, and over-tourism.

- To assess the effectiveness of current heritage conservation efforts and tourism development policies implemented by state and central authorities.
- To explore the role of local communities in preserving cultural heritage and analyze their participation and benefit-sharing in tourism activities.
- To evaluate successful case studies of heritage tourism in Rajasthan and derive strategic insights for replicable and sustainable models.
- To recommend an integrated framework for balancing cultural preservation with tourism development through stakeholder collaboration and innovative practices.

3. Review of Literature

1. **Khatri & Sharma (2024)** The study explored tourism in Rajasthan's Hadoti region and found several challenges, including poor infrastructure, fragmented stakeholder coordination, and weak promotional strategies. It highlighted that stakeholders believed tourism potential remained underutilized and stressed the need for improved training, inclusive planning, and investment to make heritage tourism more sustainable and impactful.
2. **Rana, Raina & Bathla (2024)** This work examined Rajasthan's rich culinary heritage and found that traditional foods were underutilized as tourism assets. It suggested that integrating local cuisine into tourism experiences could promote cultural preservation and enhance destination appeal. The authors noted that gastronomic tourism had strong potential if supported by policy and branding.
3. **Tyagi et al. (2024)** The authors assessed regenerative tourism practices and found that heritage tourism in Rajasthan could benefit from

community participation and environmental renewal strategies. They emphasized that using local knowledge, digital tools, and cultural engagement helped restore heritage value while offering tourists more meaningful, immersive experiences rooted in local identity.

4. **Sharma, A. (2024)** This handbook chapter revealed that Rajasthan's tourism education lacked alignment with industry needs. It showed that graduates were often unprepared for heritage tourism roles. The study recommended curriculum reform, vocational training, and partnerships with tourism enterprises to close skill gaps and promote employment-ready education within the heritage sector.

5. **Singh & Joshi (2023)** The study found that heritage tourism in India, particularly Rajasthan, faced issues like over-commercialization, weak policy implementation, and inadequate conservation. It concluded that tourism development often marginalized local communities and called for participatory planning, stronger governance, and heritage-sensitive strategies to ensure cultural preservation and equitable economic distribution.

6. **Gupta, S. (2022)** The SWOT analysis identified Rajasthan's strengths in architecture and culture but noted weaknesses like infrastructure deficits, seasonal fluctuations, and poor service quality. The study suggested that opportunities could arise through branding lesser-known sites and improving accessibility. Threats included environmental degradation and loss of authenticity due to mass tourism.

7. **Meena, R. K. (2021)** This study found that Rajasthan's heritage tourism struggled with overcrowding in popular destinations, lack of promotion for lesser-known sites, and minimal benefits for local communities. It emphasized that regional development remained uneven. The author

recommended decentralization of tourism, improved connectivity, and policies encouraging community-based and responsible tourism practices.

8. **Bhatnagar & Verma (2020)** The policy review revealed that Rajasthan's tourism strategies prioritized economic gains over heritage preservation. The authors found that many schemes lacked local involvement and cultural sensitivity. They urged for heritage-led policies focusing on environmental protection, local employment, and sustainable use of historical assets to maintain long-term tourism viability.
9. **Choudhary, L. (2019)** The study discovered that poor infrastructure, especially in rural and semi-urban heritage zones, limited tourist mobility and satisfaction. It found that weak road networks, signage, and lack of accommodations negatively affected tourism growth. The author advocated targeted investments to enhance connectivity, tourist facilities, and digital information systems.
10. **Sharma, M. (2018)** This research outlined foundational problems in Rajasthan's heritage tourism such as site neglect, unregulated tourism, and lack of local benefit. It found that heritage experiences were often superficial. The study advocated for more inclusive models focused on cultural storytelling, heritage events, and artisan involvement to deepen visitor engagement.

4. Research Gap

Rajasthan, known globally for its rich cultural heritage, royal palaces, forts, and traditional art forms, continues to be a prime destination for heritage tourism in India. Despite numerous initiatives, heritage tourism in Rajasthan remains riddled with challenges related to infrastructure, community involvement, sustainability, and equitable economic benefit. While various studies have explored these dimensions independently, there exists a notable research gap in

providing an integrated, region-specific assessment that incorporates the perspectives of all key stakeholders local communities, policymakers, private investors, and tourists across both popular and lesser-known heritage destinations.

Most existing research has focused primarily on iconic cities like Jaipur, Udaipur, and Jodhpur, thereby overlooking rural heritage assets and the potential of small towns such as Bundi, Barmer, and Shekhawati. This urban bias creates a skewed understanding of Rajasthan's holistic heritage tourism landscape. Furthermore, although many studies highlight infrastructural deficiencies and environmental degradation, few delve into the implications of over-tourism, digital marketing neglect, and the fading of intangible heritage such as folklore, oral history, and craft traditions.

There is also a lack of longitudinal and empirical research that tracks the actual impact of government policies and public-private partnerships over time. Similarly, the voices of local artisans, women, and marginalized communities are often missing in discussions on heritage management and tourism benefits. As global tourism trends evolve towards regenerative and experiential travel, Rajasthan's heritage tourism framework needs fresh investigation into how it can adapt innovatively and inclusively.

Thus, future research must aim to bridge these gaps by adopting interdisciplinary approaches, employing participatory methods, and expanding the focus beyond architectural conservation to include cultural sustainability, social equity, and digital enablement. This comprehensive understanding is essential for formulating context-sensitive policies that promote resilient and community-driven heritage tourism in Rajasthan.

5. Research Methodology and Materials

5.1. Research Design:

The study will adopt a **mixed-methods research design**, combining qualitative and quantitative approaches to investigate the problems and perspectives in promoting heritage tourism in Rajasthan. Primary data will be gathered through surveys, interviews, and focus group discussions involving tourists, local residents, tourism officials, and industry stakeholders. Secondary data will be sourced from academic journals, government reports, and tourism policy documents. **Purposive sampling** will be used for qualitative respondents, while **random sampling** will be applied for tourist surveys. Collected data will be analyzed using statistical techniques and thematic coding to identify emerging trends, policy gaps, and sustainable tourism development strategies.

5.2 Hypothesis of the study

(H_{01}): There will be no significant relationship between infrastructure development and tourist satisfaction in heritage tourism sites in Rajasthan.

(H_1): There will be a significant relationship between infrastructure development and tourist satisfaction in heritage tourism sites in Rajasthan.

(H_{02}): Local community participation will have no significant effect on the sustainability of heritage tourism in Rajasthan.

(H_2): Local community participation will have a significant effect on the sustainability of heritage tourism in Rajasthan.

5.3. Sampling Strategy:

The study will employ a **stratified random sampling** strategy to ensure diverse representation across different stakeholder groups involved in heritage tourism in Rajasthan. A total of **500 respondents** will be selected, comprising **tourists (200), local residents (150), tourism professionals (100), and government/ policy officials (50)**. Stratification will be based on location (urban vs. rural

heritage sites), type of respondent, and tourism engagement level. Respondents will be randomly selected within each stratum to reduce sampling bias. This strategy will allow for balanced insights into perceptions, challenges, and opportunities associated with heritage tourism development across the state's varied regions and communities.

5.4. Data Collection Methods:

Primary data

Primary data for this study will be collected using a variety of tools to capture both quantitative and qualitative insights. Structured questionnaires will be administered to tourists, local residents, and tourism professionals to assess their satisfaction levels, challenges faced, and perceptions regarding heritage tourism in Rajasthan. In-depth semi-structured interviews will be conducted with key stakeholders such as tourism officials, heritage site managers, and policymakers to explore infrastructure-related issues, policy implementation gaps, and administrative challenges. To deepen the understanding of community-level impacts, focus group discussions (FGDs) will be organized with local artisans, community organizations, and hospitality workers. Additionally, observational visits to major and lesser-known heritage sites will be carried out to directly assess site conditions, signage, tourist behavior, and accessibility infrastructure.

Secondary data

Secondary data will be collected from a range of authoritative and credible sources to support and validate primary findings. Government reports and policy documents from the Rajasthan Tourism Department, Archaeological Survey of India (ASI), and the Ministry of Tourism will provide background on existing frameworks and development strategies. Academic literature, including peer-reviewed journal articles, research papers, and theses, will offer theoretical foundations and comparative perspectives. Quantitative data on tourism trends,

visitor demographics, and regional development will be sourced from official databases such as India Tourism Statistics (ITS), National Sample Survey Office (NSSO), and the Rajasthan tourism portal. Furthermore, contemporary media sources, including travel blogs, newspaper articles, and online tourism reviews, will be reviewed to incorporate real-time public sentiment, tourist feedback, and visibility of heritage destinations in popular discourse.

5.5. Data Analysis:

For this study, both quantitative and qualitative data analysis methods will be employed to gain comprehensive insights into the problems and perspectives surrounding heritage tourism in Rajasthan. Quantitative data collected through structured questionnaires will be analyzed using statistical techniques such as descriptive statistics, correlation analysis, and regression analysis to examine relationships among key variables like infrastructure quality, tourist satisfaction, community involvement, and perceived tourism impact. Simultaneously, qualitative data from interviews and focus group discussions will be subjected to thematic analysis, wherein transcripts will be coded to identify recurring themes related to stakeholder perceptions, policy gaps, cultural authenticity, and management challenges. Together, these methods will provide a balanced understanding of both measurable trends and contextual narratives essential for informed heritage tourism development.

5.6 Time period of the study

This study will focus on analyzing the development and challenges of heritage tourism in Rajasthan over the period from **2020 to 2024**, with particular emphasis on identifying problems and evaluating strategic perspectives. By examining tourism data, government reports, and stakeholder inputs during this timeframe, the research aims to assess the extent to which heritage tourism has progressed in terms of infrastructure development, policy implementation,

community involvement, and tourist satisfaction. Through detailed analysis of tourism trends, initiatives, and local engagement across both major and lesser-known heritage sites, the study seeks to identify patterns, disparities, and emerging practices that influence the sector's growth. This comprehensive review will offer valuable insights into the evolving dynamics of heritage tourism in Rajasthan, highlighting both obstacles and opportunities. Ultimately, the findings will contribute to a deeper understanding of how heritage tourism can be more effectively promoted, sustainably managed, and inclusively developed, thus informing future policy and decision-making at both regional and national levels.

5.6.1 EXPECTED DURATION OF THE WORK

Table 2 :Duration of the work

Task	Expected Duration
Literature Review	4 months
Data Collection	9 months
Data Analysis	7 months
Interpretation of Results	1 months
Report Writing	3 months

5.6.2 FACLITY AVAILABLE FOR WORK

Table 3 :Facility

Facility	Place
Library	Jayoti Vidyapeeth Women's University, Jaipur University of Rajasthan
Internet Connection	Jayoti Vidyapeeth Women's University, Jaipur

5.6 Materials:

1. **Survey Questionnaire:**

   A structured survey questionnaire will be developed to collect quantitative data on various aspects of heritage tourism in Rajasthan. This will include areas such as tourist satisfaction, infrastructure quality, awareness of heritage sites, local community participation, and perceived barriers to tourism development. The questionnaire will target tourists, residents, and tourism professionals.

2. **Interview Guide:**

   An interview guide will be designed with open-ended questions to capture qualitative insights from key stakeholders including government officials, local artisans, tour operators, and heritage site managers. It will explore their experiences, perceptions, challenges, and suggestions regarding heritage tourism promotion, preservation issues, and sustainable development practices in Rajasthan.

3. **Data Collection Tools:**

   Data will be collected using digital survey platforms for wide distribution and efficient response collection. For interviews, tools such as audio recorders and field notes will be used to ensure accurate documentation. These tools will help maintain consistency, accuracy, and reliability in capturing rich primary data across respondent categories.

4. **Data analysis tool**

   Quantitative data will be analyzed using parametric statistical techniques such as **t-tests, ANOVA**, and **regression analysis** to examine the relationships between key variables like infrastructure, satisfaction, and policy support. Non-parametric methods will be applied where data do

not meet parametric assumptions. This dual approach ensures rigorous and flexible analysis of tourism dynamics.

5. **Data Analysis Software:**

   Quantitative data will be analyzed using **SPSS (Statistical Package for the Social Sciences)** for its reliability and efficiency in managing large datasets. SPSS will be used to compute descriptive statistics, correlations, and inferential analyses.

6. **Ethical considerations**

   The research will strictly follow ethical guidelines, ensuring **informed consent** from all participants, **confidentiality** of data, and **transparency** in the research process. The study will avoid conflicts of interest, respect cultural sensitivities, and seek necessary approvals from academic or governmental review boards. Participants will be informed about the study's purpose and their rights throughout.

7. **Expected outcome of the proposed work**

   The expected outcome of the study will be to provide in-depth insights into the **challenges, gaps, and opportunities** associated with promoting heritage tourism in Rajasthan. It will identify best practices for infrastructure improvement, stakeholder engagement, and policy reform. The study aims to inform tourism planners, local authorities, and policymakers with evidence-based strategies to enhance cultural sustainability, improve tourist experiences, and empower local communities. Ultimately, it will contribute to the long-term viability and global appeal of Rajasthan’s heritage tourism landscape.

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Signature of the Supervisor/Guide

(Seal of the Supervisor with University Name) Signature of the Candidate